

REMARKS

Applicants affirm their election made November 16, 2005.

Applicants have cancelled claims 18-20.

Prior to this amendment, claims 1-17 were pending. As a result of this amendment, Applicants have cancelled claims 3, 4, 5, 10, and 17 thereby rendering moot any rejections directed to these claims.

The Examiner has rejected claims 1-5, 13 and 14 under 35 USC 102(b) as being anticipated by Stabile U.S. Patent No. 5,465,516. Stabile. The Examiner has also rejected claims 1-5 and 13-17 under 35 USC 102(b) as being anticipated by Williams U.S. Patent No. 2,787,382). Applicants have amended claim 1 to patentably distinguish the claimed invention from the structures and devices shown in the Stabile and Williams patents. The elements recited in claims 3, 4, 5, and 17 have been incorporated into claim 1. Further support for these amendments is found on page 5, lines 13-25, and page 6, lines 1-19 of the instant specification and in Figures 3 and 9 of the present application. Claim 1 now recites the particular structure of the bracket that allows the claimed price label display apparatus to be connected to almost any type of product display structure. The Examiner is referred to Figure 3 of the present application. The claimed price display apparatus utilizes bracket 16 which comprises sections or portions 18 and 20. Section 18 is configured to allow it to be connected to a generally horizontal portion (e.g. shelf) of a

product display structure. This is shown in Figure 9 of the present application. Section 20 is configured to allow it to be connected to a generally vertical portion of a product display structure. Openings 22 in first and second sections 18 and 20, receive suitable fastening devices to allow the section 18 or section 20 to be connected to the product display structure. Many retail stores, such as large grocery stores, utilize pallets, tables, or semi-circular or arc-shaped shelves at the end of the aisle-long shelf units in order to maximize the floor space available for displaying products. This is described on page 1 of the instant specification. The claimed structure of the bracket and the angular orientation of the price label containment member, as recited in claim 1, allows the price label display apparatus of the present invention to be used on the aforesaid tables, pallets and semi-circular or arc-shaped shelves typically used at the end of aisle-long shelf units. Neither the Stabile patent nor the Williams patent discloses the particular bracket structure now recited in amended claim 1. Thus, these aforesaid cited references do not anticipate amended claim 1.

Applicants have amended claims 2, 6-9, 11 and 12-16 to ensure consistency with claim 1.

Applicants have added new dependent claims 21 and 22. Claim 21 recites that the price label containment member is configured to allow an electronic shelf label to be removably connected thereto. Claim 22 recites that the price label containment

member is configured to allow an electronic price label to be removably connected thereto. Support for these two claims is found on page 5, lines 3-12 of the instant specification.

Applicants submit that since it has been shown that claim 1 is patentable over the Stabile and Williams patents, then claims 6-10, 11, 12, 21 and 22 are patentable over Stabile, Williams, Woodman and Thompson.

Applicants have also added new claims 23 and 24. Support for claim 23 is found on page 5, lines 13-23 of the instant specification. Support for claim 24 is found on page 6, lines 3-11 specification. These two claims pertain to the particular structure of the bracket which clearly, is not shown in the Stabile and Williams patents. Therefore, Stabile or Williams do not anticipate claims 23 and 24. Furthermore, Woodman and Thompson, either taken alone or in combination, do not teach or suggest the invention as claimed in claims 23 and 24.

Applicants have submitted new claims 25 and 26. These new claims recite specific features, structure and characteristics of the bracket of the price label display apparatus of the present invention. Support for these new claims is found on page 5, lines 13-25, and page 6, lines 1-19 of the instant specification and in Figures 3 and 9 of the present application. For the foregoing reasons with respect to claim 1, Applicants submit new claims 25 and 26 are not anticipated by the Stabile and Williams patents. Applicants further submit that Woodman and Thompson,

either taken alone or in combination, do not teach or suggest the specific structure of the price label display apparatus recited in new claims 25 and 26.

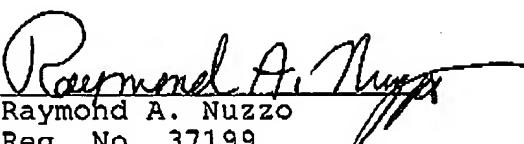
Applicants submit that the present application is now in condition for allowance. Applicants respectfully request reconsideration and allowance of the present application.

No fee is due of the additional claims.

The Examiner is encouraged to call the undersigned attorney if there is any matter that can be resolved through a telephone conference.

Respectfully submitted,

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